

ABSTRACT

This study aims to analyze and empirically demonstrate how brand image, product quality, and price influence consumers' purchasing decisions. The study focused on female students at Jember State Polytechnic who use Colorbox products. The data used to conduct this study involved 40 female students, selected using purposive sampling and collected through a questionnaire distributed via g-form. The results of this study demonstrate that brand image, product quality, and price have a positive and significant influence on purchasing decisions. The findings of this study provide recommendations for Colorbox to maintain consistency and further enhance its brand image, product quality, and pricing to further attract customers.

Keywords : *Brand Image, Price, Product Quality, Purchasing Decisions.*